

Message Text

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PAGE 01 STATE 055273

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FM SECSTATE WASHDC

TO AMEMBASSY BRUSSELS

UNCLAS STATE 055273

E.O. 11652: N/A

TAGS: BEXP, BE

SUBJECT: COUNTRY COMMERCIAL PROGRAM FY-76 SECOND QUARTER

PROGRESS REPORTS

REF: BRUSSELS 00594

1. WASHINGTON COMMERCIAL ACTION GROUP (WCAG) MET FEBRUARY 19 TO DISCUSS THE SECOND QUARTER PROGRESS REPORT ON FY-1976 COUNTRY COMMERCIAL PROGRAM FOR BELGIUM. WCAG ESPECIALLY APPRECIATIVE OF EFFORTS MADE BY EMBASSY IN CARRYING OUT PROGRAM AND REMAINING GENERALLY ON SCHEDULE DESPITE BURDENS ON THE RESOURCES OF THE ECONOMIC/COMMERCIAL SECTION.

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PAGE 02 STATE 055273

2. WCAG WELCOMES MISSION'S FRANK DISCUSSION OF DEMANDS

ON ECONOMIC/COMMERCIAL SECTION BY STATE OFFICES AND VISIT USA CAMPAIGN. WCAG AGENCIES WOULD APPRECIATE THE MISSION'S ASSESSMENT OF WHERE SHIFTS IN MANPOWER ALLOCATIONS HAVE TAKEN PLACE OR SHOULD BE MADE, AND WHAT PATTERN IS LIKELY FOR REMAINDER OF YEAR. THIS SHOULD BE ACCOMPANIED BY WHATEVER RECOMMENDATIONS FOR PROGRAM ALTERATION THE POST CONSIDERS DESIRABLE.

3. SPECIFIC POINTS CONSIDERED WERE THE FOLLOWING:

CAMPAIGN 1 -- (LABORATORY INSTRUMENTS) -- CONCUR WITH RECOMMENDATION TO SUBSTITUTE HEALTH CARE AND MEDICAL EQUIPMENT FOR LABORATORY INSTRUMENTS.

CAMPAIGN 2 -- (POLLUTION CONTROL EQUIPMENT) -- WCAG ACKNOWLEDGES POST IS ON SCHEDULE IN TERMS OF REDUCED T.O. TARGET. IF CONDITIONS PERMIT, PRESUME POST WILL WISH TO CONSIDER AT LEAST PARTIALLY RESTORING CUTBACK. REQUEST STATUS REPORT ON BELGIUM'S PENDING POLLUTION LEGISLATION.

CAMPAIGN 5 -- (CONSUMER GOODS) -- REQUEST CONTINUED REPORTING FROM EMBASSY CONCERNING OPPORTUNITIES FOR AN IN-STORE PROMOTION AS WCAG SUPPORTS THIS TYPE OF PROMOTION. SUBSEQUENT TO THE WCAG MEETING, TELEGRAM WAS RECEIVED INDICATING SARMA-PENNEY LTD. PROMOTION NOT FEASIBLE. POST IS REQUESTED TO MAKE SUGGESTIONS FOR OTHER WAYS TO PROMOTE CONSUMER GOODS AS SUBSTITUTE FOR SARMA-PENNEY PROMOTION, IF ALTERNATIVE IN-STORE PROMOTION IS NOT POSSIBLE.

CAMPAIGN 7 -- (TRAVEL TO U.S.) -- WCAG AWARE THIS CAMPAIGN HAS PRESENTED A SUBSTANTIAL BURDEN ON RESOURCES OF THE COMMERCIAL SECTION. POST MAY HAVE SUGGESTIONS FOR SHIFT IN RESOURCES WITHIN CONTEXT OF OVERALL RECOMMENDATIONS MENTIONED IN PARAGRAPH 2 ABOVE.

4. SUMMARY OF MINUTES OF WCAG MEETING TO FOLLOW UNDER SEPARATE COVER. KISSINGER

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